

DERWENT-ACC-NO: 2000-039457

DERWENT-WEEK: 200822

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TITLE: Web-based interstitial advertising technique in
networked
client-server environment such as Internet

INVENTOR: LANDSMAN R W; LEE W ; LEE W Y

PATENT-ASSIGNEE: LANDSMAN R W[LANDI] , LEE W[LEEWI] , MACMANUS GROUP
INC[MACMN] , UNICAST COMMUNICATIONS CORP[UNICN]

PRIORITY-DATA: 1999US-237718 (January 26, 1999) , 1998US-080165 (May
15, 1998)
, 1999US-351857 (July 13, 1999) , 1999US-352398 (July 13, 1999)
, 1999US-352623 (July 13, 1999) , 1999US-352625 (July 13, 1999)
, 1999US-352626 (July 13, 1999) , 2001US-950941 (September 13, 2001)
, 2001US-950963 (September 13, 2001) , 2001US-951001 (September 13,
2001)
, 2002US-162621 (May 31, 2002) , 2002US-162622 (May 31, 2002)
, 2002US-162623 (May 31, 2002) , 2002US-162624 (May 31, 2002)
, 2002US-162625 (May 31, 2002) , 2002US-162626 (May 31, 2002)

PATENT-FAMILY:

PUB-NO	PUB-DATE	LANGUAGE	
PAGES			
WO 9960504 A1 128	November 25, 1999	EN	
AU 9939927 A 123	December 6, 1999	EN	
EP 1076871 A1	February 21, 2001	EN	43
US 6314451 B1	November 6, 2001	EN	51
US 6317761 B1	November 13, 2001	EN	
JP 2002516437 W	June 4, 2002	JA	
AU 749314 B	June 20, 2002	EN	
US 20020120666 A1	August 29, 2002	EN	
US 20020129102 A1	September 12, 2002	EN	
US 20020133518 A1	September 19, 2002	EN	
US 6466967 B2	October 15, 2002	EN	
US 20020198778 A1	December 26, 2002	EN	
US 20030004804 A1	January 2, 2003	EN	
US 20030005000 A1	January 2, 2003	EN	
US 20030018885 A1	January 23, 2003	EN	
US 20030023488 A1	January 30, 2003	EN	
US 20030028565 A1	February 6, 2003	EN	
US 6516338 B1	February 4, 2003	EN	

TW 490626 A	June 11, 2002	ZH
JP 2003303105 A	October 24, 2003	JA
US 6687737 B2	February 3, 2004	EN
US 6785659 B1	August 31, 2004	EN
US 6880123 B1	April 12, 2005	EN
US 6990630 B2	January 24, 2006	EN
PH 1200000094 B1	August 12, 2005	EN
US 7143337 B2	November 28, 2006	EN
US 7149958 B2	December 12, 2006	EN
US 7155663 B2	December 26, 2006	EN
JP 4064060 B2	March 19, 2008	JA

DESIGNATED-STATES: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI
 GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU
 LV MD MG
 MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ
 VN YU ZW
 AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA
 PT SD SE
 SL SZ UG ZW AT BE CH CY DE DK ES FI FR GB GR IE IT LI LU MC NL PT SE

APPLICATION-DATA:

PUB-NO	APPL-DESCRIPTOR	APPL-NO
APPL-DATE		
WO1999060504A1 May 14, 1999	N/A	1999WO-US10707
AU 9939927A May 14, 1999	N/A	1999AU-039927
AU 749314B May 14, 1999	N/A	1999AU-039927
EP 1076871A1 May 14, 1999	N/A	1999EP-923077
EP 1076871A1 May 14, 1999	N/A	1999WO-US10707
JP2002516437W May 14, 1999	N/A	1999WO-US10707
JP 4064060B2 May 14, 1999	N/A	1999WO-US10707
US 6880123B1 July 13, 1999	N/A	1999US-351857
US 6317761B1 July 13, 1999	N/A	1999US-352398
US 6785659B1 July 13, 1999	N/A	1999US-352623
US 6314451B1 July 13, 1999	N/A	1999US-352625
US 6516338B1 July 13, 1999	N/A	1999US-352626

JP2002516437W	N/A	2000JP-550046
May 14, 1999		
JP 4064060B2	N/A	2000JP-550046
May 14, 1999		
TW 490626A	N/A	2000TW-100189
January 7, 2000		
PH1200000094B1	N/A	2000PH-000094
January 14, 2000		
US20020133518A1	N/A	2001US-950941
September 13, 2001		
US 7143337B2	N/A	2001US-950941
September 13, 2001		
US20020120666A1	N/A	2001US-950963
September 13, 2001		
US 6687737B2	N/A	2001US-950963
September 13, 2001		
US20020129102A1	N/A	2001US-951001
September 13, 2001		
US 6466967B2	N/A	2001US-951001
September 13, 2001		
US20030018885A1	N/A	2002US-162621
May 31, 2002		
US 7149958B2	N/A	2002US-162621
May 31, 2002		
US20030028565A1	N/A	2002US-162622
May 31, 2002		
US 6990630B2	N/A	2002US-162622
May 31, 2002		
US20020198778A1	N/A	2002US-162623
May 31, 2002		
US20030023488A1	N/A	2002US-162624
May 31, 2002		
US20030005000A1	N/A	2002US-162625
May 31, 2002		
US 7155663B2	N/A	2002US-162625
May 31, 2002		
US20030004804A1	N/A	2002US-162626
May 31, 2002		
JP2003303105A	Based on	2003JP-044253
May 14, 1999		

INT-CL-CURRENT:

TYPE	IPC	DATE
CIPP	G06F15/00	20060101
CIPP	G06F17/00	20060101
CIPP	G06F9/445	20060101
CIPP	G06Q30/00	20060101
CIPS	G06F13/00	20060101
CIPS	G06F17/00	20060101

CIPS G06Q10/00 20060101
CIPS G06Q10/00 20060101
CIPS G06Q30/00 20060101

RELATED-ACC-NO: 2000-106073

ABSTRACTED-PUB-NO: WO 9960504 A1

BASIC-ABSTRACT:

NOVELTY - Advertising tag (40) contained in web page (35) when executed by browser (7), causes browser to download from server (15), media file forming a predefined advertisement, during browser idle time intervals. The downloading is suspended during each interstitial interval after the user instructs browser to navigate to a new content web page.

USE - In networked client-server environment such as Internet, to download advertisement in a manner transparent to user.

ADVANTAGE - While a fully down loaded advertisement is interstitially played from browser cache, the new content page is downloaded over the full bandwidth of the communication link. Since advertising HTML files are not embedded within a web page, advertiser benefits in terms of both inserting advertisements into web page files and later changing the advertisements and hence labor, time and cost is saved.

DESCRIPTION OF DRAWING(S) - The figure shows the high-level block diagram of client-server distributed processing environment.

Browser (7)

Server (15)

Web page (35)

Advertising tag (40)

CHOSEN-DRAWING: Dwg.1B/20

DERWENT-CLASS: T01 W01 W05

EPI-CODES: T01-H07C5E; T01-J05B; T01-J11C1; T01-M02A1B; W01-A06B7;
W05-E03;

DERWENT-ACC-NO: 1999-131675

DERWENT-WEEK: 199911

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TITLE: Computer user interface menu selection method
used in video juke box in hotels involves selecting
item from song data field by activated play button by
which data stream corresponding to selected song is input
to musical device

INVENTOR: CONTOIS D C

PATENT-ASSIGNEE: CONTOIS D C [CONTI]

PRIORITY-DATA: 1996US-600328 (February 13, 1996)

PATENT-FAMILY:

PUB-NO	PUB-DATE	LANGUAGE
US 5864868 A	January 26, 1999	EN

APPLICATION-DATA:

PUB-NO	APPL-DESCRIPTOR	APPL-NO
APPL-DATE		
US 5864868A	N/A	1996US-600328
February 13, 1996		

INT-CL-CURRENT:

TYPE	IPC	DATE
CIPS	G07F17/30	20060101
CIPS	G10H1/00	20060101
CIPS	G11B27/00	20060101
CIPS	G11B27/034	20060101
CIPS	G11B27/10	20060101
CIPS	G11B27/34	20060101

ABSTRACTED-PUB-NO: US 5864868 A

BASIC-ABSTRACT:

NOVELTY - Individual data fields consisting of music catagories, composers,

artist and songs are simultaneously displayed in a display screen. At least one item from at least one data field is selected from the displayed data fields. The data of selected item and all other data fields from which item is not selected are simultaneously displayed in the screen. Then an item from the song data field is selected by activating a play button located on the screen. Data stream from the computer is input to the music device for playing the selected song, when the play button is activated. The music device plays the selected song based on received data stream. DETAILED DESCRIPTION - An INDEPENDENT CLAIM is included for media information playing system USE - For operating electric guitar, computer controller multimedia system, pipe organ, TV, video player, computer screen, for playing music video, home made video, computer games, software program tape, CD and accessing other sources like internet, WWW.

ADVANTAGE - Computer interface allows user to display music that is related to selected song or music piece playing and then user is able to direct the playing device to automatically play the selected music piece. All the remaining data fields have items related to currently selected item, to enable large degree of flexibility in choosing songs to be played on the piano. DESCRIPTION OF DRAWING(S) - The diagram shows control window which displays nested graphical window.

CHOSEN-DRAWING: Dwg.6/8

DERWENT-CLASS: T01

EPI-CODES: T01-J05B; T01-J12; T01-J18;

DERWENT-ACC-NO: 1997-212208

DERWENT-WEEK: 199719

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TITLE: Interactive media distribution system operating
via network presenting on output device list of
proposed new programming information items and adding
proposed new information items in response to third input
signal

INVENTOR: CLUTS J C

PATENT-ASSIGNEE: MICROSOFT CORP [MICRN]

PRIORITY-DATA: 1995US-424781 (April 19, 1995)

PATENT-FAMILY:

PUB-NO	PUB-DATE	LANGUAGE
US 5616876 A	April 1, 1997	EN

APPLICATION-DATA:

PUB-NO	APPL-DESCRIPTOR	APPL-NO
APPL-DATE		
US 5616876A	N/A	1995US-424781
April 19, 1995		

INT-CL-CURRENT:

TYPE	IPC	DATE
CIPS	G06F17/30	20060101
CIPS	G09B5/14	20060101
CIPS	G10H1/00	20060101
CIPS	H04N7/173	20060101

ABSTRACTED-PUB-NO: US 5616876 A

BASIC-ABSTRACT:

The method involves storing on a server a number of programming information items and editorial data associated with the programming information items. Further it requires playing in response to a first input signal from

an input device, an initial programming information item from the number of programming information items. In response to a second input signal from the input device is created a list of proposed new programming information items on the basis of the editorial data associated with the initial programming information item and the number of programming information items.

The method further entails presenting on the output device the list of the proposed new programming information items. In response to a third input signal from the input device it adds the proposed new programming information items to a play-list.

USE/ADVANTAGE - For selecting and playing audio selections on basis of their subjective content in association with CATV. Allows user to perceive content of play list and alter mix of songs played from it.

CHOSEN-DRAWING: Dwg.1/11

DERWENT-CLASS: P85 P86 W02 W04

EPI-CODES: W02-F10C; W02-F10E; W02-F10J; W02-F10K; W02-F10N7; W04-H01C;
W04-K05A;

DERWENT-ACC-NO: 1996-188700

DERWENT-WEEK: 200104

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TITLE: Generation system for information display
schedule for electronic program guide using data processor
in playback system to receive and store television program
schedule data which is output at certain frequency in
desired time interval

INVENTOR: ALTEN J; DAVIS B ; GUTMAN J ; HEYDT M ; MILLER L ; MORRIS M ; THOMAS
W L ; YOUNAN R

PATENT-ASSIGNEE: DAVIS B[DAVII] , GUTMAN J[GUTMI] , HEYDT M[HEYDI] ,
MILLER L[MILLI] , NEWS AMERICA PUBLICATIONS INC[NEWSN] , TELECOM
COLORADO[TELEN] , TELECOM COLORADO INC[TELEN] , , TV GUIDE ON
SCREEN[TVGUN] , UNITED VIDEO PROPERTIES INC[UNVIN]

PRIORITY-DATA: 1994US-311475 (September 23, 1994) , 1994US-247059
(May 20,
1994) , 1995WO-US12100 (September 22, 1995)

PATENT-FAMILY:

PUB-NO	PUB-DATE	LANGUAGE
WO 9609721 A1	March 28, 1996	EN
AU 9536818 A	April 9, 1996	EN
US 5559548 A	September 24, 1996	EN
US 5635978 A	June 3, 1997	EN
EP 782806 A1	July 9, 1997	EN
BR 9509033 A	October 28, 1997	PT
AU 691347 B	May 14, 1998	EN
JP 10506248 W	June 16, 1998	JA
MX 9702130 A1	April 1, 1998	ES
CA 2200348 C	January 2, 2001	EN

DESIGNATED-STATES: AU BR CA JP MX SG AT BE CH DE DK ES FR GB GR IE IT
LU MC NL
PT SE AT BE CH DE DK ES FR GB GR IE IT LI LU MC NL PT SE

APPLICATION-DATA:

PUB-NO	APPL-DESCRIPTOR	APPL-NO
APPL-DATE		
WO1996009721A1	N/A	1995WO-US12100
September 22, 1995		
US 5635978A	N/A	1994US-247059
May 20, 1994		
US 5559548A	N/A	1994US-311475
September 23, 1994		
AU 9536818A	N/A	1995AU-036818
September 22, 1995		
AU 691347B	N/A	1995AU-036818
September 22, 1995		
BR 9509033A	N/A	1995BR-009033
September 22, 1995		
CA 2200348C	N/A	1995CA-2200348
September 22, 1995		
EP 782806A1	N/A	1995EP-934500
September 22, 1995		
EP 782806A1	N/A	1995WO-US12100
September 22, 1995		
BR 9509033A	N/A	1995WO-US12100
September 22, 1995		
JP 10506248W	N/A	1995WO-US12100
September 22, 1995		
CA 2200348C	N/A	1995WO-US12100
September 22, 1995		
JP 10506248W	N/A	1996JP-511101
September 22, 1995		
MX 9702130A1	Based on	1997MX-002130
March 20, 1997		

INT-CL-CURRENT:

TYPE	IPC	DATE
CIPS	H04N5/445	20060101
CIPS	H04N7/025	20060101
CIPS	H04N7/03	20060101
CIPS	H04N7/035	20060101
CIPS	H04N7/088	20060101
CIPS	H04N7/10	20060101

ABSTRACTED-PUB-NO: WO 9609721 A1

BASIC-ABSTRACT:

In the system for generating an electronic programme guide for transmission on a television channel, the method for creating a schedule for display of information involves providing database items to a data processor. A

time period is selected for generating the schedule, and each piece of information is assigned a priority factor based on the desired display frequency of the information. A first time slot is set up in the time interval and commences concurrently with the start of the time period.

One of the pieces of information is selected for display based on the priority factor data of that piece. The piece is then scheduled for output during the first time slot, and the priority factor is decreased accordingly. The procedure is then repeated for other time slots in the period.

USE/ADVANTAGE - E.g. for transmission via satellite. Guides are more accessible by viewer and more attractive in highlighting program and/or promotional information. More easily read.

CHOSEN-DRAWING: Dwg.1/13

DERWENT-CLASS: W02 W03

EPI-CODES: W02-F05A3; W02-F05B5; W03-A13G; W03-A16C;